Growing Leaders From Within

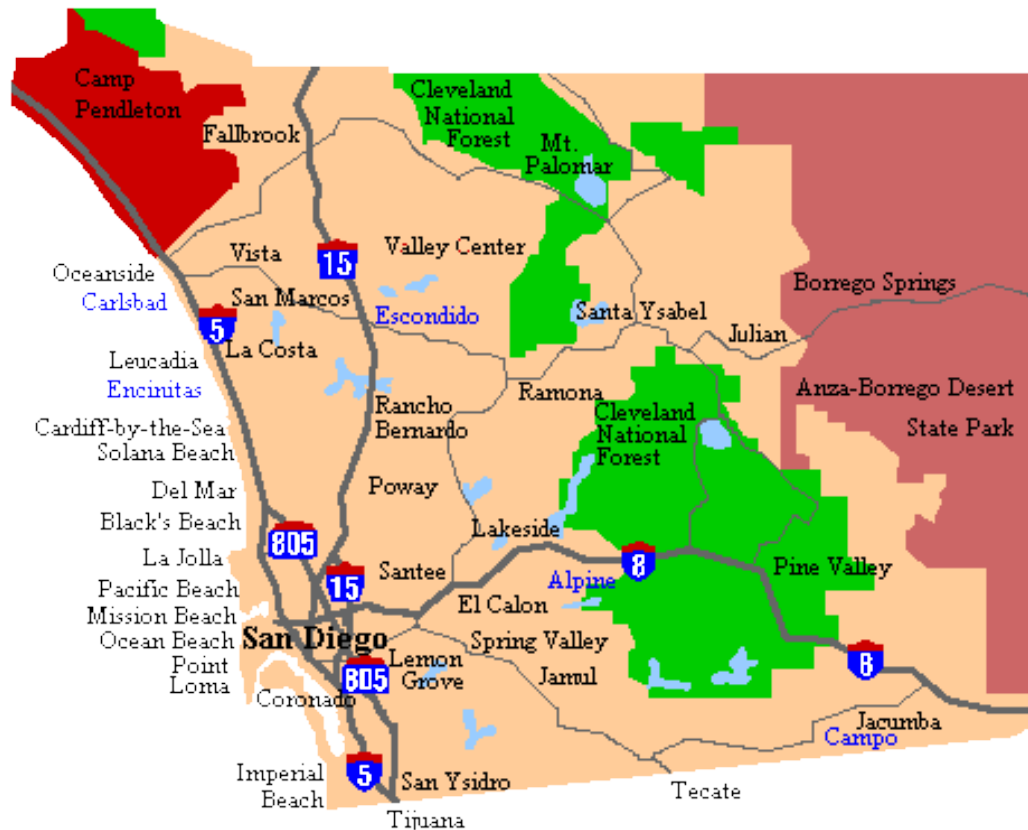## Cultivating Your Library's Future Leaders

Photo of: June Engel, Branch Manager, Imperial Beach

The End Result and Its Beginning

Photo of: Jose Ocadiz, Library Technician III, Lincoln Acres Branch

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First, A Little Bit About SDCL...

And then, a Little Bit About the Challenges to Come

Photo of: HOME Clinic at Encinitas Branch

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SDCL's Vision

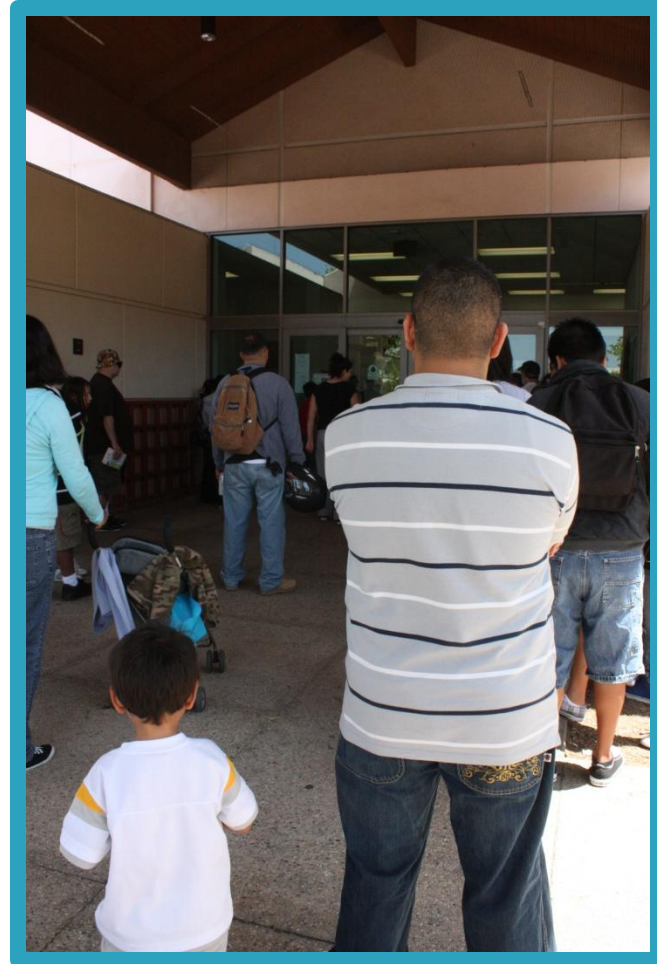Libraries are open and for everyone.

Photo of: Vista Branch at morning opening.

What's the Plan?

Photo of: Trying Out the Automated Book Drop at Fallbrook Branch

Photo of: Seeing the Automated Materials Handler from the Other Side at Fallbrook Branch

▸ Leveraging All Resources to Make it Where We Want to be
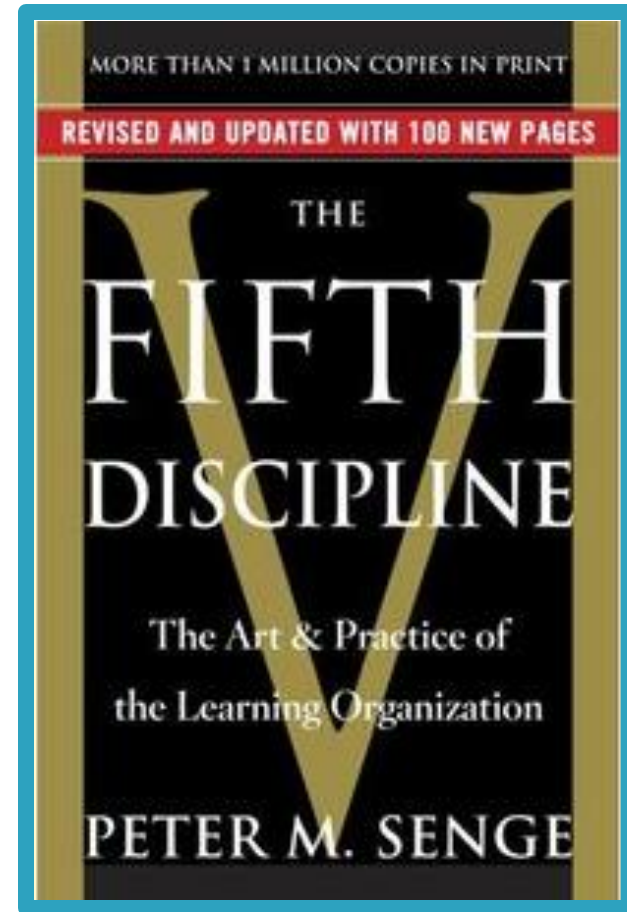
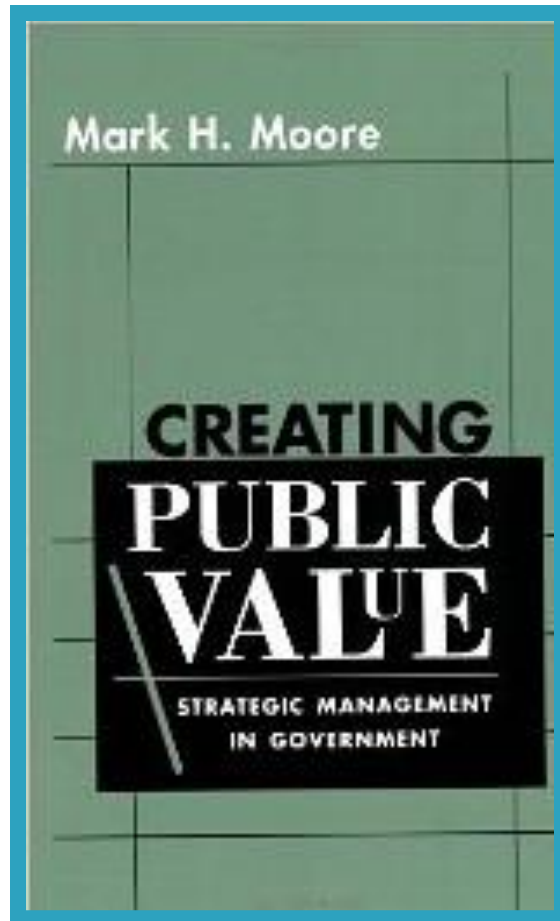san**diego**county**library**

The task is to lead people. And the goal is to make productive the specific strengths and knowledge of every individual.

Peter Drucker

How SDCL Has Grown Leaders

Shaping A Vision

Communicating Our Shared Vision

SDCL's

5 – 4 – 1

The Five:

Libraries build community by modeling a public 1) sanctuary (housing) that nurtures and expands, 2) safer, 3) healthier, 4) prosperous, and 5) educated communities

The Four:

Library Journal has established four outcomes for measuring library success: 1) circulation, 2) program attendance, 3) public internet use, and 4) branch visits

The One:

SDCL has one central mission/purpose: to inform, educate, inspire, and entertain

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SDCL Online University 2011

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Aligning with the Vision in Practice

San Diego County Library, Imperial Beach Branch -- 5-4-1 Implementation

SDCL's
5 – 4 – 1
The Five:

Sanctuary	Safer Communities	Healthier Communities	Prosperous Communities	Educated Communities
➧Housing Workshops/Clinics ➧Cool Zone ➧First Time Homebuyers ➧Public Safety Partnerships (Cop on a Corner, Fire Department Open House) ➧Free programs for adults and children ➧Older American's Month Programs	➧Local Heroes ➧Fire Safety Workshop ➧Identity Theft workshop ➧Safe Place ➧After school crafts/Teen Afterschool Book Club ➧Movie Night/Family Programs ➧Cursive Club ➧Imperial Beach Blvd. Boo.	➧Cool Zone ➧What's Cooking IB ➧First 5-Baby and Me Partnership ➧Reach Out and Read ➧"Moving Forward" Resource ➧Farmer's Market ➧Fire Station Cook-offs ➧Couponing class & swap (Setting-up) ➧Latino Parenting Classes.	➧Job searching binder ➧Internet access ➧Self Help Displays/information/Education ➧Friends of the Library ➧TAG ➧Local Gov't. Depository ➧Serra ➧SER ➧WAY ➧Partnering with local vendors.	➧Class visits ➧LEARN ➧ELS Café – (Setting up) ➧Passport Program ➧Volunteers/ WAY/ Hire-a-Youth/ Student Learners ➧Local Heroes Story time ➧Internet Access ➧Toddler Time ➧Teen Advisory Council ➧Bilingual Storytime ➧Quilters ➧Book Club ➧Adult crafts ➧Children's Crafts ➧Cursive Club ➧Jewelry Class ➧Local Music Programs ➧Computer Tutoring ➧Natl. Library Month.

SDCL's
5 – 4 – 1
The Four:

Circulation	Program Attendance	Public Internet Use	Branch Visits
➧Self Check ➧Marketplace ➧Hot Right Now! ➧Link+/Circuit ➧Lifeguard ➧Bookmarks ➧Farmer's Market Booth ➧Think outside Dewey ➧Fine Free Friday ➧Most Wanted ➧Special Displays ➧Displays Specific to Clientele ➧Self Help Displays ➧Self Education Displays ➧ circulation incentive programs.	➧Advertising - Flyers ➧Advertising – partnership with local newspapers and news sites (IB Patch) ➧FourSquare ➧Twitter ➧Blogs ➧Flickr ➧Plugging at other programs ➧City of Imperial Beach website ➧Press Releases	➧Every day, all day and free ➧Extra station added. ➧WiFi ➧After hours WiFi (Requested)	➧Every week for story time and special events ➧Cool Zones (enticement for hot days)

SDCL's
5 – 4 – 1
The One:

Inform	Educate	Inspire	Entertain

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A Roadmap for Our Shared Goals

Strategic Roadmap: Quick Guide

Fiscal Year: 2011 - 2013

Guiding Principles

SDCL's 5-4-1

The Five: Libraries build community by modeling a public 1) sanctuary (housing) that nurtures and expands, 2) safer, 3) healthier, 4) prosperous, and 5) educated communities.

The Four: *Library Journal* has established four outcomes for measuring library success: 1) circulation, 2) program attendance, 3) public internet use, and 4) branch visits.

The One: SDCL has one central mission/purpose: to inform, educate, inspire, and entertain.

Focus Areas for FY 2011-13

In order to sustain, nurture, and expand services over the next 2-3 years, SDCL's leadership has set the following strategic course:

- Target goal for Fiscal Year 2011-12 – Increase total SDCL circulation by 10% (i.e. 5-**4**-1)
- Sustain current levels of program attendance, internet use, and branch visits (i.e. 5-**4**-1)
- Continue concentration on robust circulation benchmarks (i.e. 5-**4**-1)
- Double the number of volunteers enrolled in SDCL's program

The Tools

The following tools will enable SDCL to move forward towards these goals:

- *Increase use of Partners and Volunteers* as outlined in SDCL's Volunteers, and Partners Plans
- *Continue and expand self-directed Facilities use* by the public
- *Maximize use of SDCL's Collection* and the use of cooperative network partners (i.e. "Bang for the Buck" and Link+)
- *Process Improvements* expansion
- *Increased Staff Re-tooling* to develop seamless work teams

The 8 Foundational Services of Libraries

Snapshot: San Diego County Library (FY 2009/10)

Circulation:	10.7 million items
Program Attendance	408,190
Number of Branch Visits	5.7 million
Budget:	$38 million
Population Served:	1.1 million
Number of Staff	321

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Recognizing the Value of Staff

Photo of: Library Director Jose Aponte with customer at Meet the Director Event at Imperial Beach Branch

- Modeling of transparent and accessible leadership
- Institutionalized Vehicles for Staff Recognition

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Using Staff's Strengths, Talents, and Passion

- Luis Damian, Bookmobile Driver, North Bookmobile
  - Customer Service Video from 2011 Regional Training

Build a Culture of Learning

Photo of: Angelica Fortin, Branch Manager, San Marcos

- Staff Present at National Conferences
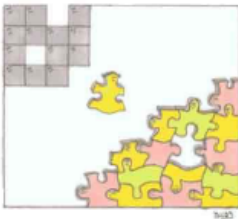- Invest in Staff Leadership Training
- Knowledge is Shared with Others

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Discovery Through Teamwork

Teen Sensitivity & The Public Library

May 12, 2006
San Diego County Library
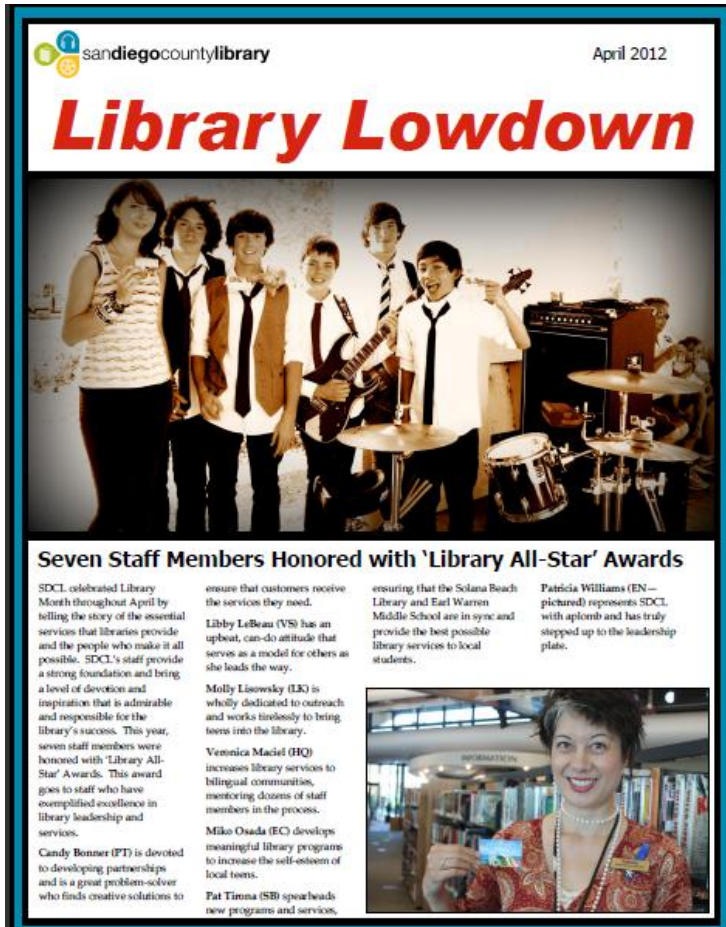– San Diego, California

Community Centered Libraries:

When One Size Does Not Fit All

Joan Frye Williams
January 2007

▸ Annual All Staff Retreats

Seamless Information Services
The San José Way

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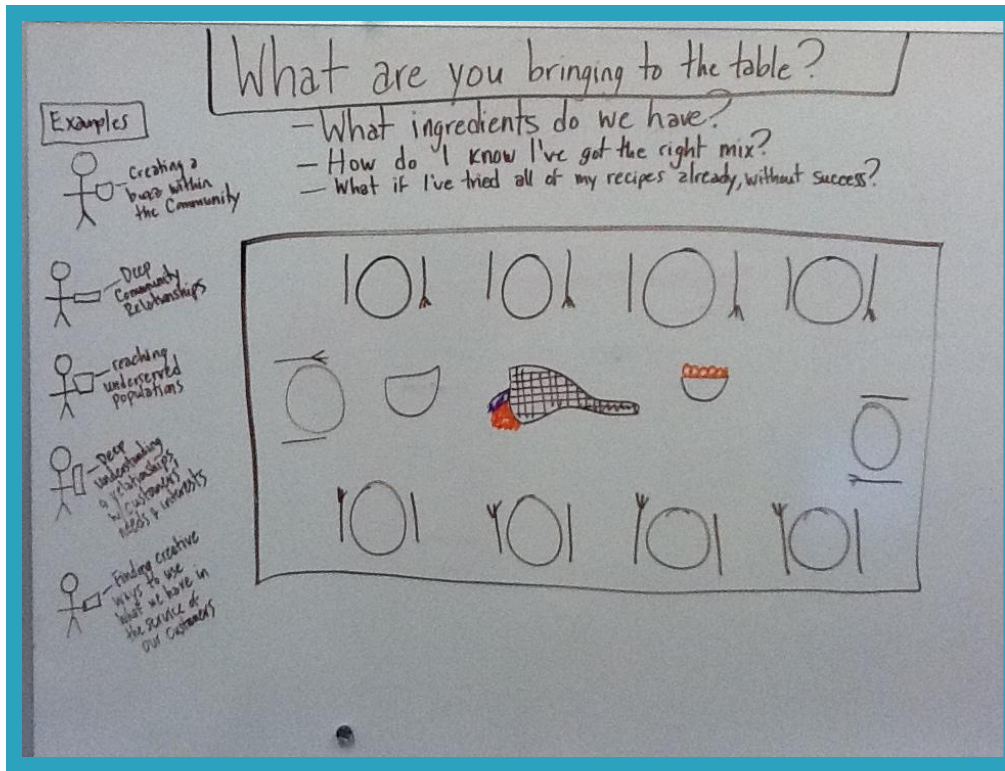
Create Vehicles for Staff to Share and Learn

- *Sharing the Knowledge column*
- *Program Services Exchange* eBlast
- *EverythingYS* wiki
- *Library Lowdown* newsletter

Create Opportunities for Staff to Develop into Leaders

- Quarterly Regional Trainings

- Job Shadowing

- Library Manager Internships

Discovering Leaders Through Conversation

- Library School Student Meet & Greet
- Branch Visits
- Consult with the library's trainer(s)
- Using the Phone Instead of eMail

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Teachable Moments and Coaching to Leadership

4S Ranch in 5 Minutes
Service Learner Secrets… Revealed!

Presented by: Laura Zuckerman, M.Ed., MLS
Librarian I, Youth Services

- ▸ Peer Expert Panels
- ▸ Pilot Programs
- ▸ Informal Mentoring
- ▸ Stretch Assignments

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Find your Frisbee factor

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